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ABSTRACT

A study examined whether editorial involvement of magazine editors could be predicted by various personal and professional characteristics. Questionnaires completed by 170 editors of magazines elicited information about the extent of their involvement in editorial operations and their personal and professional characteristics, including age, sex, education level, degree field, job enjoyment, years of editorial experience, personal aggressiveness, difficulty of work, comparative competence with other members of the staff, personal standards, adherence to editorial formulas, and aspirations for promotion or economic advancement. Results showed that the most significant predictor of involvement in editorial operations was whether the editorial content met the personal standards of the editor. In addition, editors who were most likely to preview all stories were those who were more aggressive and who had high personal standards for content. Those editors who became involved in the acceptance or rejection of stories felt items must meet their personal standards, were seeking promotion, and thought that their work was difficult. Finally, males were more apt to enter into the editing process than were females. (FL)

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AN EXAMINATION OF THE MAGAZINE GATEKEEPER: CAN PERSONAL/PROFESSIONAL CHARACTERISTICS PREDICT EDITORIAL INVOLVEMENT?

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For some time researchers have examined those persons in the news process who exert influence and control over the media products that we receive--namely the gatekeeper. Researchers have found, as Leo Bogart explains, "editors are undoubtedly far better able than the average person to visualize the background and embellishment of the full stories as they might appear in print," while still admitting that newsmen are "sensitive to the special concerns,"[1] and influenced by factors which may or may not be known to them.

Most gatekeeping studies have found that the gatekeeper is a product of their environment functioning through past experiences and influenced by a multitude of factors. Often news decisions seem to be a product of their background and the perspective it give them on life. In fact, Johnstone, Slawski, and Bowman have developed a tentative model of the social factors influencing the newsman's values and outlook on life. Some of the resultant factors are education, age, organizational position, relations with colleagues, participant values, and community integration.[2]

Gatekeeping studies have, to date, been aimed primarily at those operating either in the print (namely newspapers) or electronic (radio and television) media. Only recently have attentions focused on the media gatekeeper in the magazine industry and the factors which seem to influence their editorial decisions.

Magazine editors were selected for this study as they are assumed to exert, much as do newspaper editors, the greatest power in the magazine operation.

If editors in the magazine industry operate like those in other media and as Breed established in 1955,[3] the magazine publisher has the final say on item utilization and can affect item selection directly through established policy and guidelines or indirectly through the socialization of newsmen in the news system. Donohew and others have found "publisher attitude" to be a "significant force in the news channel."[4]

But the magazine industry is different from other print media. Like the newspaper editor, the magazine editor's job is to decide what kinds of materials they want to publish, make arrangements to obtain such materials, and present them in a manner pleasing to the eye. But the magazine industry frequently works with formula; that is, each issue contains materials in specified amounts calculated to appeal to a specialized audience. They do not contain generalized materials for large heterogeneous groups; instead they tend to be marketed toward the smaller, more specialized audiences.

In fact, magazine editors may generally be expected to exert more influence and direct control over their operations as staffs are smaller, conceivably forcing the editor to share in work tasks and secondly, because magazines operate by formulas and seek to meet specialized audience needs, one could presuppose that the magazine editor is more conscious of specifically what he wants his audience to receive.

The industry emphasis is on the special interest, target audience publication:

> Today, advertisers who want a mass, 'shotgun' audience turn to television. Those who want a far more selective 'rifle-shot' audience -- prospects of known background, interests, and income -- turn to special-audience magazines.[5]

It is even suggested that specialization has afforded the magazine editor the opportunity to exert strong influence on every aspect of the contents of the publication. Clay Felker argues that magazines are "peculiarly and stubbornly personal products,"[6] and Sandman, Rubin, and Sachsman write, "It is hard to think of a successful magazine that is not the reflection of one person."[7]

Felker goes on to identify several elements that may explain the gatekeeping decisions by magazine editors--emotions, education, journalistic skills, and psychological traits already in place.[8] She also suggests that socialization as explained by Breed[9] and reinforced by Donohew[10] and Kerrick[11] are equally applicable to magazines.

By viewing the workings of magazine gatekeepers and the influences operating upon them, one has a means of understanding the operations of the magazine medium.

This research effort seeks to determine whether editorial involvement of magazine editors can be predicted by various personal/professional characteristics.

In essence the research question is: Can editor attributes predict involvement in editorial operations.

METHODOLOGY

To answer the research question, a three-page forced choice and fill-in-the-blank questionnaire was devised. The sample was systematically drawn from consumer magazines listed in the 1978 Writer's Market. Of the 500 questionnaires mailed, 170 (34%) useable returns were received.

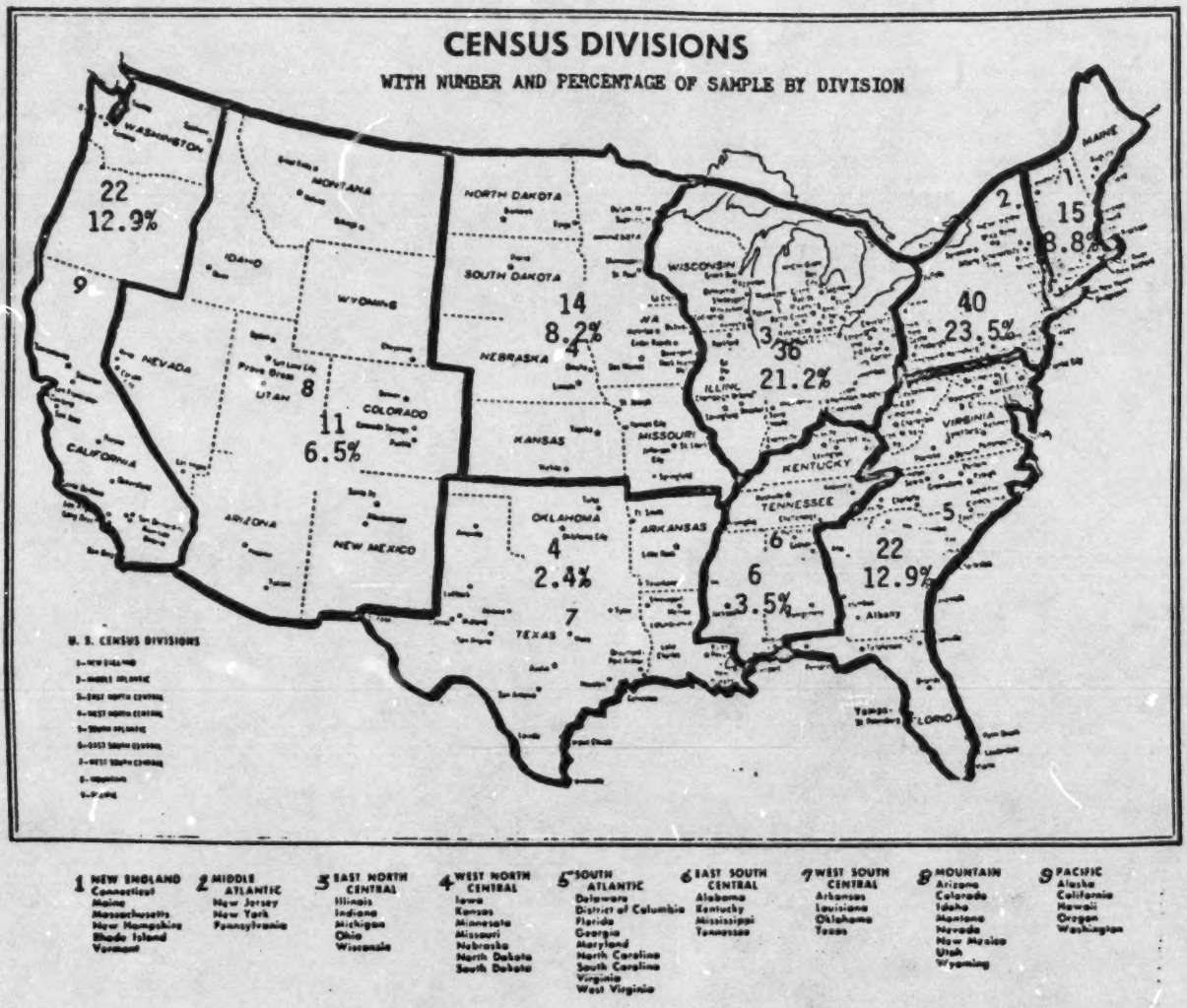
To determine editorial involvement, editors were asked to respond to the question, "As a matter of routine, with what frequency, before publication, are you personally involved in the following editorial operations?"....reviewing all stories, accept/reject story decisions, editing stories, writing editorials, determining story placement in magazines, writing headlines for stories, photo acceptance/rejection, magazine layout/design, and cover selection/design. Respondents were given the following response options: always, usually, sometimes, seldom, and never.

Professional/personal characteristics obtained included age, sex, education, degree field, job enjoyment, years editorial experience, personal aggressiveness, difficulty of work, comparative competence with staff, personal standards, adherence to editorial formulas, and whether the editor is seeking promotion or economic advancement.

SAMPLE

As shown by the following map all nine U.S. Census Divisions are represented in the sample. The highest regional concentration was the Middle Atlantic region which included New York. Second was the East North Central region which included Chicago, and tied for third was the Pacific region (San Francisco) and the South Atlantic division (Atlanta and Washington, D.C.). The regional breakdown does not differ significantly from the universe from which the sample was drawn.

The 170 respondents edit 211 magazines with a total circulation of 40,115,001. Mean circulation was 235,970.59 with a median circulation of 65,000. The mode was 50,000 (five respondents) with circulations ranging from 250 to 8,000,000.



A breakdown of the distribution of magazine circulations represented within the sample revealed that 42 (24.7%) had circulations ranging from 250-10,000; 62 (36.5%) had circulations ranging from 10,001 to 100,000; 37 (21.8%) had circulations ranging from 100,001 to 250,000; and 29 (17%) had circulations between 250,001 and 8,000,000.

Eighty magazines (47.1%) were issued monthly, while 30 each (17.6%) were issued on a bi-monthly or quarterly basis. Ten were weekly publications with the remaining falling on various other schedules.

The sample included 130 (76.5%) editors who edit only one magazine while 40 edit from one (23 or 57.5%) to six (2 or 5.5%) additional ones.

Editors ranged in age from 21 to 72 with a mean of 39.6 years old. The median was 39 and the mode 38 (9 respondents) years.

There were 122 male (71.8%) and 48 (28.2%) female editors.

Educational attainment rankings showed that 86 (50.6%) held bachelor's degrees, 45 (26.2%) master's degrees, 17 (10%) Ph.D. degrees, and one had a law degree. Twenty (11.8%) had some college training but had not received a degree and one had completed high school only.

Forty-six (27.1%) had degrees in journalism and an equal number (46) had degrees in English. The remaining 78 had degrees in other fields or did not hold a degree.

In terms of media experience, the mean was 12.85 years. The range was from one to 40 years with the median at 18 years and the mode at 10 years (18 respondents).

Editors also responded on scales of very aggressive to very unaggressive in terms of personal assertiveness on the job. Ninety-seven (57.1%) suggested they were somewhat to very aggressive. Twenty-four (14.1%) reported they were not aggressive or very unaggressive in the work context. Forty-nine (28.8%) listed so-so as their response.

In terms of work difficulty, 157 (92.4%) listed their work as demanding to very demanding, 12 (7.1%) responded so-so, and one responded work was not very demanding. No respondent reported their work was far too easy.

A related question examined enjoyment derived from their jobs. Only 3 editors (1.8%) listed their jobs as not enjoyable or very unenjoyable, 8 (4.7%) listed them as so-so, and 159 (93.5%) said their jobs were enjoyable or very enjoyable.

Correspondingly, 70 (42.4%) said they were actively seeking promotion or advancement within or outside their organizations while 41 (24.9%) were not or not actively seeking advancement.

Editors also responded to a question as to their perceptions of their job competence compared with members of their staffs. One hundred twenty-five (76.7% of those responding) reported they were more competent or much more competent than their peers. Only 38 (23.3%) said they were about equal in competence with members of their staffs.

When asked if editorial content must meet their personal standards, 156 (93.4%) said that content usually or always met their requirements. Only 2 (1.2% of those responding) responded never.

Magazines responding were almost evenly split as to the existence of an editorial policy. Among the respondents, 80 (45.8%) had written editorial formulas. Among those magazines with policies, 39 (48.8%) were characterized as being comprehensive or very comprehensive, 27 (33.8%) were somewhat comprehensive, and 14 (17.5%) were not comprehensive.

Concerning the 9 questions designed to determine editor involvement (see Table 1), magazine editors were found to be quite involved in all activities. By order of "always" responses, 81.7% (139 of 170) reported they always review stories, 71.2% (121) always make decisions concerning the acceptance or rejection of stories, 61.2% (104) always select the cover design, 59.4% (101) make story placement decisions, and 52.3% (89) always edit stories. Other categories for the always response option contain less than a 50 percent response ratio.

These nine variables cumulatively describe the extent to which editors are involved in routine editorial functions. With 1,153 of 1,530 (74.17%) responses appearing in the always or usually categories,

Table 1

Editor Involvement Across 9 Activities

Response	Review stories	Accept/rej stories	Edit stories	Write editorials	Place stories	Write headlines	Photo accept/rej	Mag layout design	Cover sel/ design	Total Responses	Row %
Always	139	121	89	66	101	77	71	75	104	843	55.09%
Usually	17	30	35	22	38	32	40	41	37	292	19.08%
Sometimes	8	14	30	35	22	33	34	23	16	215	14.05%
Seldom	3	2	11	19	2	16	8	16	4	81	5.29%
Never	-	-	2	14	3	6	11	12	6	54	3.53%
Missing	3	3	3	14	4	6	6	3	3	45	2.96%
	170	170	170	170	170	170	170	170	170	1,530	100%

one may assume that editors are heavily involved in the functions performed in their editorial operations--namely gatekeeping.

DATA ANALYSIS

In analyzing the data, the aforementioned predictor variables (age, sex, education, education, degree field, job enjoyment, years experience, personal aggressiveness, work difficulty, comparative competence, personal standards, advancement seeking, and formula adherance) were entered into the regression in stepwise order since there was no a priori evidence as to the amount of variance each of the variables would account for.

The scores for each of the nine editor involvement categories were added to form an "overall editor involvement" score and regressions were run on it as well as each of the nine editor involvement activities used as criterion variables.

F-tests were used to test the restricted vs. full models as variables were entered into the equation and the $p < .05$ alpha level was required for statistical significance.

STUDY FINDINGS

When the variables were entered into the regression equation, the 11 predictor variables accounted for 18.07 percent ($F = 2.64$, df 11,132) of the variance in overall editor involvement. As expected by the high correlation between editorial involvement and whether editorial content must meet the editor's personal standards (see Table 2), the most significant predictor by far was personal standards which accounted for more than 10 percent (see Table 3) of the variance.

The F value of the overall equation as predictors were added was significant at all levels except for the variable "difficulty of work" but only "meets personal standards" and the editor's "comparative competence" with others on their staff added a significant proportion of predictability to the equation individually. The added contribution of other variables (or the F test for R^2 change) was not significant.

For the other nine criterion variables a variety of factors added individual significance to the predicted variance. Whether the editorial content met the editor's personal standards was found to add a significant proportion of predictability individually in eight of the nine editorial activities. Only for editor involvement in the cover selection and design, were no significant predictor variables found.

Table 2

Correlation Matrix for Overall Editor Involvement Predictor Variable and Twelve Criterion Variables

		Y	X_1	X_2	X_3	X_4	X_5	X_6	X_7	X_8	X_9	X_{10}	X_{11}	X_{12}
Y	Overall Editor Involvement	1.00	-.05	-.01	.14	.08	.03	-.06	.01	.02	.10	.15	.32	.13
X_1	Age		1.00	-.09	.11	-.19	.02	.51	.14	.19	.07	-.03	-.03	-.05
X_2	Sex			1.00	-.22	.11	.16	-.11	.06	.01	-.04	.29	-.04	.01
X_3	Education				1.00	.07	-.07	-.14	.06	.05	.17	.04	.14	.08
X_4	Degree Field					1.00	-.16	-.04	.05	.20	-.07	.00	.02	.10
X_5	Job Enjoyment						1.00	.02	.29	.14	.27	.24	.16	.08
X_6	Years Editorial Experience							1.00	.04	.17	-.10	-.19	-.09	-.13
X_7	Personal Aggressiveness								1.00	.34	.36	.17	.26	.26
X_8	Seeks Promotion									1.00	.25	.09	.15	.12
X_9	Difficulty of Work										1.00	-.16	.34	.26
X_{10}	Comparative Competence											1.00	-.05	.21
X_{11}	Personal Standards												1.00	.14
X_{12}	Follows Editorial Formulas													1.00

Table 3

Criterion Variables, Significant Predictor Variables, Degrees of Freedom,

Significant Individual Contribution and F Value for Total Equation if Significant

CRITERION VARIABLES	SIGNIFICANT PREDICTOR VARIABLES	R SQUARE	RSQ CHANGE	DF	SIGNIFICANT INDIVIDUAL CONTRIBUTION	F VALUE TOTAL EQUATION IF SIGNIFICANT	
Overall editor involvement	Personal Standards	.10358	.10358	1,142	sig	16.40	.00
	Comparative Competence	.13137	.02779	2,141	sig	10.66	.00
	Pers. Aggressiveness	.14958	.01821	3,140	---	8.20	.00
	Education	.15910	.00952	4,139	---	6.57	.00
	Degree Field	.16762	.00852	5,138	---	5.56	.00
	Follows Edit Formula	.17533	.00771	6,137	---	4.85	.00
	Seeks Promotion	.17710	.00177	7,136	---	4.18	.00
	Yrs. Editorial Exp	.17904	.00194	8,135	---	3.68	.00
	Job Enjoyment	.17993	.00089	9,134	---	3.27	.00
	Sex	.18047	.00053	10,133	---	2.92	.00
	Age	.18077	.00031	11,132	---	2.64	.00
Editor previews all stories	Pers. Aggressiveness	.03459	.03459	1,142	sig	5.08	.01
	Personal Standards	.07572	.04113	2,141	sig	5.77	.01
	Sex	.08617	.01045	3,140	---	4.40	.00
	Education	.09912	.01295	4,139	---	3.82	.01
	Degree Field	.11087	.01175	5,138	---	3.44	.00
	Difficulty of work	.11910	.00824	6,137	---	3.08	.00
	Yrs. Editorial Exp	.12473	.00563	7,136	---	2.76	.00
	Seeks Promotion	.12782	.00309	8,135	---	2.47	.02
	Comparative Competence	.12926	.00144	9,134	---	2.21	.05
	Age	.13030	.00104	10,133	---	1.99	.05

Table 3 - Continued

CRITERION VARIABLES	SIGNIFICANT PREDICTOR VARIABLES	R SQUARE	RSQ CHANGE	DF	SIGNIFICANT INDIVIDUAL CONTRIBUTION	F VALUE TOTAL EQUATION IF SIGNIFICANT	
Accept/rej story decisions	Personal Standards	.06260	.06260	1,142	sig	9.48	.00
	Seek Promotion	.09719	.03459	2,141	sig	7.58	.00
	Degree Field	.11249	.01530	3,140	---	5.91	.00
	Difficulty of Work	.12809	.01560	4,139	sig	5.10	.00
	Sex	.14179	.01370	5,138	---	4.56	.00
	Pers. Aggressiveness	.14822	.00643	6,137	---	3.97	.00
	Age	.15218	.00396	7,136	---	3.49	.00
	Comparative Competence	.15394	.00176	8,135	---	3.07	.00
	Education	.15602	.00209	9,134	---	2.75	.00
	Follows Edit Formula	.15638	.00035	10,133	---	2.46	.00
	Yrs. Editorial Exp	.15614	.00009	11,132	---	2.22	.02
Edit stories	Personal Standards	.04723	.04723	1,142	sig	7.03	.00
	Comparative Competence	.08374	.03651	2,141	sig	6.44	.00
	Sex	.11483	.03109	3,140	sig	6.05	.00
	Age	.12511	.01029	4,139	---	4.96	.00
	Pers. Aggressiveness	.13591	.01440	5,138	sig	4.47	.00
	Education	.14525	.00573	6,137	---	3.88	.00
	Yrs. Editorial Exp	.15099	.00574	7,136	---	3.45	.00
	Degree Field	.15481	.00383	8,135	---	3.09	.00
	Follow Edit Formula	.15713	.00231	9,134	---	2.77	.00
	Difficulty of Work	.15764	.00051	10,133	---	2.48	.00
	Job Enjoyment	.15803	.00039	11,132	---	2.25	.00
Write Editorials	Degree Field	.04980	.04980	1,142	sig	7.44	.00
	Follow Edit Formula	.08779	.03799	2,141	sig	6.78	.00
	Comparative Competence	.11070	.02291	3,140	sig	5.80	.00
	Personal Standards	.12989	.01919	4,139	sig	5.18	.00
	Seeks Promotion	.14609	.01620	5,138	sig	4.72	.00
	Education	.15350	.00741	6,137	---	4.14	.00
	Age	.15735	.00385	7,136	---	3.62	.00
	Job Enjoyment	.16047	.00312	8,135	---	3.22	.00
	Difficulty of Work	.16375	.00328	9,134	---	2.91	.00
	Sex	.16468	.00093	10,133	---	2.62	.00
	Pers. Aggressiveness	.16496	.00028	11,132	---	2.37	.01

Table 3 - Continued

CRITERION VARIABLES	SIGNIFICANT PREDICTOR VARIABLES	R SQUARE	RSQ CHANGE	DF	SIGNIFICANT INDIVIDUAL CONTRIBUTION	F VALUE TOTAL EQUATION IF SIGNIFICANT	
Story Placement	Personal Standards	.06701	.06701	1,142	sig	10.19	.00
	Pers. Aggressiveness	.07489	.00796	2,141	---	5.71	.00
	Follow Edit Formula	.08558	.01060	3,140	---	4.36	.00
	Difficulty of Work	.09150	.00592	4,139	---	3.49	.00
	Degree Field	.09586	.00436	5,138	---	2.92	.02
	Age	.09821	.00235	6,137	---	2.48	.02
	Comparative Competence	.10031	.00210	7,136	---	2.16	.05
Writing Headlines	Personal Standards	.03106	.03106	1,142	sig	4.55	.02
	Comparative Competence	.05282	.02175	2,141	sig	3.93	.05
	Pers. Aggressiveness	.06667	.01385	3,140	---	3.33	.05
	Follow Edit Formula	.08294	.01627	4,139	sig	3.14	.05
	Yrs. Editorial Exp	.10277	.01983	5,138	sig	3.16	.00
	Education	.11831	.01555	6,137	sig	3.06	.00
	Difficulty of Work	.12977	.01146	7,136	---	2.89	.00
	Degree Field	.13551	.00574	8,135	---	2 64	.00
	Seeks Promotion	.13849	.00298	9,134	---	2.39	.02
	Age	.13944	.00095	10,133	---	2.15	.05
	Sex	.13959	.00015	11,132	---	1.94	.05
Accept/rej Photos	Personal Standards	.06340	.06340	1,142	sig	9.61	.00
	Seeks Promotion	.07340	.01000	2,141	---	5.58	.00
	Job Enjoyment	.07872	.00532	3,140	---	3.98	.00
	Degree Field	.07998	.00125	4,139	---	3.02	.02
	Difficulty of Work	.08113	.00116	5,138	---	2.43	.05

Table 3 - Continued

CRITERION VARIABLES	SIGNIFICANT PREDICTOR VARIABLES	R SQUARE	.RSQ CHANGE	DF	SIGNIFICANT INDIVIDUAL CONTRIBUTION	F VALUE TOTAL EQUATION IF SIGNIFICANT	
Layout/ Design	Personal Standards	.04031	.04031	1,142	sig	5.96	.00
	Degree Field	.07256	.03225	2,141	sig	5.51	.00
	Comparative Competence	.08392	.01136	3,140	---	4.27	.00
	Follow Edit Formula	.09188	.00796	4,139	---	3.51	.00
	Education	.09583	.00395	5,138	---	2.92	.02
	Sex	.09867	.00284	6,137	---	2.49	.02
	Pers. Aggressiveness	.10073	.00206	7,136	---	2.17	.05
Cover Selection/ Desigr	No Significant Predictor Variables	---	---	---	---	--	-

Implications of individual analysis will be discussed in the conclusion section.

It was noted that in some instances the stepwise program entered one variable that did not add individually to the significance of the step while significance was found to be individually contributed by the next variable. This happenstance was apparently a function of the multicollinery of the variables under consideration.

In essence, one may conclude that for this sample, the only significant factors explaining editor involvement in the activities of his/her magazine were whether the materials met their personal standards and the comparative competence of the editor to his staff.

CONCLUSIONS/IMPLICATIONS

This study was designed to determine whether editorial involvement by magazine editors could be predicted by personal/professional characteristics. The most significant predictor by far was whether editorial content met the personal standards of the editor.

Examination of some of the individual editor activities and their predictors fall just as one might expect.

Editors who were most likely to preview all stories were those who were more aggressive and who had high personal standards for content. Apparently editors who see themselves as being aggressive and who demand high quality work seek tight control over their publications.

Those editors who become involved in the acceptance or rejection of story decisions feel items must meet their personal standards, are seeking promotion, and agree that their work is quite difficult. Realizing that promotion is a function of the quality of the finished product, editors become personally involved in the editorial process rather than just plain

magazine management. Because of the agreement that the work is difficult, they tend to personally review the finished product; again according to their personal standards.

Whether the editor would become personally involved in the editing of stories can be explained again by personal standards, but the variables of comparative competence with peers, sex, and personal aggressiveness are also significant contributors. Males were more apt to enter into the editing process than females and the feeling of being more competent than ones staff were also noted.

Those editors who were likely to be involved in writing editorials were those majoring in journalism, followed by following the editorial formula, seeing themselves more competent than their staffs, having high personal standards, and seeking promotion. Apparently, the training one has obtained in journalism and the use of editorial formulas has a significant effect on whether one writes editorials or not; as well as feelings of aggressiveness and competence.

Story placement and the involvement in the acceptance or rejection of photos are only explained by meeting high personal standards.

Another skills activity, writing headlines, contains variables similar to those found in the writing editorials activities. Variables found to be significant contributors were comparative competence, education, following editorial formulas, years experience, and personal standards. Unlike writing editorials which required a journalistic degree, those involved in writing headlines had more education and more years editorial experience. Editors seemed to respond to requirements of editorial formulas and the editor saw himself as being more competent than his peers. Again high personal standards was an influence.

Layout and design, also a skills activity, surprisingly was not significantly predicted by editorial formula but was a function again of high personal standards and whether the individual had majored in journalism, English, or other degree fields.

Although a great portion of variance in editor involvement was not explained in this study it has illuminated some of the factors influencing the magazine editor and his/her involvement in the publication. All of these variables deserve further scrutiny.

It should be noted also that this study did not look at the various subject matter within publications to see if they, in turn, caused more involvement or not. Obviously, the generalities found in this study need to be examined in the various specialized-magazine classifications. Perceptions of audience tastes or those of advertisers were also not addressed directly although some consideration for that is assumed to be in the editorial formula of the magazines that use them.

Some consideration should also be given to the staff size of the magazines under consideration. Although it is generally recognized that magazine staffs are considerably smaller than those of newspapers with similar circulations, the smaller the staff, the more apt an editor may be to participate personally in the magazine activities.

Regardless, this study has found that whether materials meet the editor's personal standards and the editor's comparative competence with staff members are the two most significant contributors to an editor's involvement in the overall activities of his/her magazine.

FOOTNOTES

[1]Bogart, Leo. "Changing News Interests and the News Media," Public Opinion Quarterly, 32 (1968-69), p. 565

[2]Johnstone, J.W.C., Slawski, E.J., and Bowman, W.W. "The Professional Values of American Newsmen," Public Opinion Quarterly, 36 (1972), p. 536.

[3]Breed, Warren. "Social Control in the Newsroom," in Mass Communications, ed., Wilbur Schramm (Urbana, Ill.: University of Illinois Press, 1960), p. 182.

[4]Donohew, Lewis. "Newspaper Gatekeepers and Forces in the News Channel," Public Opinion Quarterly, 31 (1967-68), pp. 62-66.

[5]Wood, J.P. "The Hot Magazines Aim at Special Targets," Business Week, no. 2301 (May 2, 1970), p. 65.

[6]Felker, C.S. "Life Cycles in the Age of Magazines," The Antioch Review, 29 (spring, 1969), p. 7.

[7]Sandman, P.M., Rubin, D.M., and Sachsman, D.B. Media: An Introductory Analysis of American Mass Communications (Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1976), p. 288.

[8]Felker, op. cit., p. 13.

[9]Breed, op. cit.

[10]Donohew, op. cit.

[11]Kerrick, J.S. "Balance and the Writer's Attitude in News Stories and Editorials," Journalism Quarterly, 41 (1964), pp. 207-215.